Substitute for form 1449A/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(use as many sheets as necessary)

Complete if Known	
Application Number	10/767,123
Filing Date	January 29, 2004
First Named Inventor	MARGILOFF, William A.
Group Art Unit	Not yet assigned
Examiner Name	Not yet assigned

Sheet	1	of	2	**Attorney Docket Number**	E03.002/U

U.S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	U.S. Patent Document Number	Kind Code[2] (if known)	Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	1	5,644,737		Tuniman et al.	07/01/1997	
	2	5,809,252		Shaw et al.	09/15/1998	
	3	5,838,790		McAuliffe et al.	11/17/1998	
	4	5,948,061		Merriman et al.	09/07/1999	
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	11	6,490,602	B1	Kraemer	12/03/2002	

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Examiner Initials*	Cite No.[1]	Foreign Patent Document Office[3]	Number[4]	Kind Code[5] (if known)	Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T[6]

Examiner Signature		Date Considered	

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[1]Unique citation designation number. [2]See attached Kinds of U.S. Patent Documents. [3]Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). [4]For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. [5]Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. [6]Applicant is to place a check mark here if English language Translation is attached.

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OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No.[1]	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T[2]
	1	Sherman, Chris, "Dogpile's Toolbar Fetches More than Search Engine Results", June 25, 2003, SearchEngineWatch.com. Retrieved from Internet: URL:<http://searchenginewatch.com/searchday/article.php/2226141 >, 5pgs.	
	2	Edelman, Benjamin, "Documentation of Gator Advertisements and Targeting", Berkman Center for Internet & Society, Harvard Law School, last updated June 7, 2003. Retrieved from Internet: URL: < http://cyber.law.harvard.edu/people/edelman/ads/gator >, 5pgs.	
	3	Google™ AdWords – It's All About Results™. Retrieved from Internet: URL: < https://adwords.google.com/select/pricing.html >, ©2004 Google, 5pgs.	
	4	Löffler, Alexander, "'BonziBUDDY' as an example of an intelligent software agent", University Of Applied Sciences, Zweibrücken, pp 1-4.	

Examiner Signature		Date Considered	

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